

Laura MICHELLE Steinbeck
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Kestra Advisory Services, LLC

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Brochure Supplement

(Part 2B for Form ADV)

Dated: Oct 14, 2025

This Brochure Supplement provides information about Laura MICHELLE Steinbeck that supplements the Kestra Advisory Services, LLC Brochure. You should have received a copy of that Brochure. Please contact your representative if you did not receive Kestra Advisory Services, LLC Brochure or if you have any questions about the contents of this supplement.

Additional information about Laura Steinbeck is available on the SEC's Investment Advisor Public Disclosure website at www.adviserinfo.sec.gov, by searching his full name or individual CRD#. In the event you do not have access to the internet, please call 737-443-2160 to request information be mailed to you.

Educational Background and Business Experience

Prior to providing advisory services through our company, we require our investment advisor representatives (Advisors) to be properly licensed and registered.

Professional Certifications:

Professional designation: CERTIFIED FINANCIAL PLANNER™ (CFP®)

Description: I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold CFP® certification. You may find more information about CFP® certification at www.cfp.net

Minimum qualification: CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- Education – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- Experience – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- Ethics – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

Issuing institution: Certified Financial Planner Board of Standards

Issuing institution Website: www.cfp.net

Continuing Education Requirements: Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- Ethics – Commit to complying with CFP Board's Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- Continuing Education – Complete 30 hours of continuing education hours every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

Professional designation: Chartered Financial Consultant®

Description: The Chartered Financial Consultant® (ChFC®) is qualified to assist individuals, professionals, and small-business owners with comprehensive financial planning.

Minimum qualification: Successful completion of a self-study course and examination program. Also requires 3 years of relevant work experience. Must comply with code of ethics.

Issuing institution: The American College

Issuing institution Website: www.theamericancollege.com

Continuing Education Requirements: Typically requires 30 hours every 2 years.

Laura MICHELLE Steinbeck

Year of Birth: **1977**

Educational Background:

School Type: College

Name of School: UNIVERSITY OF IOWA

Degree Received: BACHELOR OF ARTS

Field of study:

DANCE

Date: 08/01/1996 - 05/01/2000

Business Experience (past five years):

Organization: KESTRA INVESTMENT SERVICES, LLC
Position Held: REGISTERED REPRESENTATIVE
City: San Ramon
State: CA
Date: 06/01/2020 - Present

Organization: KESTRA ADVISORY SERVICES, LLC
Position Held: INVESTMENT ADVISER REPRESENTATIVE
City: San Ramon
State: CA
Date: 06/01/2020 - Present

Organization: SGC FINANCIAL
Position Held: AGENT
City: SAN MATEO
State: CA
Date: 03/01/2011 - 07/01/2020

Organization: SECURIAN FINANCIAL SERVICES
Position Held: REGISTERED REPRESENTATIVE
City: ST. PAUL
State: MN
Date: 03/01/2011 - 07/01/2020

Organization: MINNESOTA LIFE INSURANCE CO.
Position Held: AGENT
City: ST. PAUL
State: MN
Date: 03/01/2011 - 07/01/2020

Organization: LAURA O'BRIEN
Position Held: OWNER
City: SAN RAMON
State: CA
Date: 03/01/2010 - Present

Disciplinary Information

Registered investment advisers (RIAs) must disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing you investment advice.

There is no disciplinary event to report for IAR Laura MICHELLE Steinbeck.

Regulatory Action Disclosure

There is no disciplinary event to report for IAR **Laura MICHELLE Steinbeck**

Other Business Activities

A. Registered Representative of Kestra Investment Services, LLC

Laura Steinbeck is a registered representative of Kestra Investment Services, LLC, a FINRA member broker-dealer ("Kestra IS"). Clients may choose to engage Laura Steinbeck as a registered representative of Kestra IS, to implement investment recommendations on a commission basis.

1. Conflict of Interest

Laura Steinbeck roles as both an Investment Adviser Representative and as a Registered Representative of a broker-dealer present a conflict of interest. If Laura Steinbeck recommends a purchase of a securities commission product and the product is purchased through Kestra IS, Laura Steinbeck will earn a commission on the purchase. At any time, a client may purchase recommended investment products through other, non-affiliated broker dealers. A client is under no obligation to purchase any commission products through Laura Steinbeck .

2. Commissions

In the event a client chooses to purchase investment products through Kestra IS, Kestra IS will charge brokerage commissions on the securities transactions, a portion of which will be paid to Laura Steinbeck as applicable. Laura Steinbeck brokerage commissions may be higher or lower than those charged by other broker-dealers. In addition, in connection with mutual fund purchases, Kestra IS and Laura Steinbeck may also receive additional ongoing 12b-1 trailing commission compensation directly from the mutual fund company during the period that the client maintains the mutual fund investment. Laura Steinbeck securities commission business is separate and apart from Kestra Advisory Services, LLC investment management services discussed in Kestra Advisory Services, LLC Brochure.

B. Other Business Activities Not Addressed in A.

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Insurance

Hours spent on this activity per month: 24

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Registered rep activities through Kestra Investment Services

Hours spent on this activity per month: 24

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Consulting

Hours spent on this activity per month: 24

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Consulting

Hours spent on this activity per month: 3

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Registered rep activities through Kestra Investment Services

Hours spent on this activity per month: 24

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Consulting

Hours spent on this activity per month: 24

Business Name:

PACIFIC WEALTH PLANNING, INC.

Nature of Business: Insurance

Hours spent on this activity per month: 24

Business Name:

PACIFIC INSURANCE PLANNING

Nature of Business: Insurance

Hours spent on this activity per month: 10

Business Name:

LEGACY PACIFIC INSURANCE SOLUTIONS

Nature of Business: Insurance

Hours spent on this activity per month: 10

Insurance Statement

Our Advisors offer variable insurance products and fixed indexed annuities through our affiliate, Kestra Investment Services, LLC. Our affiliate and Advisors receive compensation in connection with such transactions. To the extent our Advisors offer non-variable insurance products (whole life or universal life insurance, for example) other than fixed indexed annuities, our Advisors are acting in their individual capacity as an insurance agent independent from our companies and are paid commissions directly by the insurance carrier or a brokerage general agency (BGA) through which the product is placed. Certain BGAs pay our affiliate insurance agency a portion of the commissions associated with non-variable insurance products placed by our Advisors through the BGAs. We are not responsible for sales and services of insurance products conducted through these other companies. The recommendation to purchase a commission- based product presents a conflict of interest because commission amounts vary and could incentivize our Advisors to recommend products paying higher commissions.

Additional Compensation

Laura Steinbeck may offer a wide variety of securities products and financial services through our firm. The commissions, fees and other forms of compensation paid to an Advisor in connection with the purchase or sale of products will be in addition to the fees paid by you for investment advice.

Typically, when an Advisor joins Kestra AS or Kestra PWS, the company or its affiliate will make a loan to the Advisor or other Advisors in the same firm. These loans are usually forgiven based on future years of service, assets under management, the amount of production with us or our affiliates or some combination of these factors. This practice creates a conflict of interest since the Advisor has a financial incentive to recommend a client engage Kestra AS or Kestra PWS for advisory services, engage Kestra IS for brokerage services, and to recommend additional products and services in order for the loan to be forgiven. Please contact me directly for more detailed information regarding my specific loan arrangement.

Some of our Advisors participate in incentive trips and receive other forms of non-cash compensation based on the amount of their sales and services through Kestra AS, Kestra PWS and Kestra IS, non-affiliated marketing groups, or product manufacturers. To the extent your Advisor participates in an incentive trip or receives other forms of non-cash compensation, a conflict of interest exists in connection with the Advisor's recommendation of products and services for which they receive these additional economic benefits.

An affiliate of Kestra AS and Kestra PWS is engaged in the acquisition of wealth management businesses. Kestra AS's and Kestra PWS's affiliate periodically purchases the wealth management practice of existing Kestra Advisors. In addition, Kestra AS's and Kestra PWS's affiliate periodically purchases the wealth management practice of investment adviser representatives of other companies and those representatives become Advisors of Kestra AS or Kestra PWS as a result. These acquisitions create a conflict of interest since the Advisor has a financial incentive to recommend a client engage Kestra AS or Kestra PWS for advisory services, engage Kestra IS for brokerage services, and to recommend additional products and services. Please contact me directly for more detailed information regarding Kestra's or its affiliate's financial interest in my practice, if any.

Supervision

We have adopted a system of compliance and supervision we believe is reasonably designed to oversee the activities of our Advisors in accordance with applicable law. We assign supervisors to oversee the activities of our Advisors conducted through our company. The designated supervisor of an Advisor may vary from time to time. Frank Weldon manages the department responsible for monitoring the activities of our Advisors and may be contacted at 844-553-7872 should you have any questions or concerns regarding your Advisor.